



RETAIL CLUB

BRINGING YOU MORE FOR LESS

ANY 2 FOR £2.00 (PM PACKS)



£7.29 : 27% POR

UNIT 61P : 12 X 140G/160G

ANY 2 FOR £2.00 (PM PACKS)



VAS

£7.29 : 27% POR

UNIT 61P : 12 X 143G-176G

ONLY £1.09 EACH (PM PACKS)



£8.39 : 23% POR

UNIT 70P : 12 X 70G

ONLY 89P EACH



£8.59 : 23% POR

UNIT 57P : 15 X 330ML



**THE RETAILER GUIDE TO
MAXIMISING SALES AND REVENUE**

SCAN THE QR CODE TO READ THE LATEST ISSUE

**ES SHAW & SONS LTD
PROMOTION 7
5TH MAY TO
25TH MAY 2025**

SUGRO BRINGING YOU MORE FOR LESS

ONLY 89P EACH (PM PACKS)



£6.99 : 21% POR

UNIT 58P : 12 X 110G/120G

ANY 2 FOR £1.00 (PM PACKS)



£7.59: 27% POR

UNIT 30P : 25 X 20G/25G

ONLY 55P EACH (PM PACKS)



£10.19 : 26% POR

ZERO VAT : UNIT 41P : 25 X 37G

ONLY £1.09 EACH (PM PACKS)



£10.59 : 19% POR

ZERO VAT : UNIT 88P : 12 X 250G/300G

ONLY £1.50 EACH



£14.69 : 18% POR

ZERO VAT : UNIT £1.22 : 12 X 200G

ONLY £1.00 EACH (PM PACKS)



£12.59 : 24% POR

UNIT 63P : 20 X 75G

ONLY £1.00 EACH (PM PACKS)



£9.29 : £11.19 : 26% POR

VAT/ZERO VAT : UNIT 62P/75P : 15 X 60G/70G

ONLY £1.00 EACH (PM PACKS)



£8.59 : £11.19 : 25% POR

ZERO VAT : UNIT 75P : 12 X 105G/15 X 90G

ONLY 79P EACH (PM PACKS)



£9.19 : 22% POR

UNIT 51P : 18 X 57G

ONLY 79P EACH (PM PACKS)



£9.19 : 22% POR

UNIT 51P : 18 X 40G

ONLY £1.69 EACH



£20.19 : 20% POR

UNIT £1.12 : 18 X 6 PACK

ONLY £1.85 EACH



£14.49 : £21.59 : 22% POR

UNIT £1.20/£1.21 : 12/18 X 6 PACK

ONLY £1.35 EACH (PM PACKS)



£12.39 : 24% POR

ZERO VAT : UNIT £1.03 : 12 X 150G

ONLY £1.65 EACH



£13.29 : £16.19 : 26% POR

ZERO VAT : UNIT £1.11 / £1.35 : 12 X 125G / 230G

ONLY £1.50 EACH



£11.69 : 22% POR

UNIT 97P : 12 X 500ML

PRICE MARK PACKS



SPECIAL PRICE

12/24 X 250ML

| Deal | Product | Pack & Weight | RSP | Price | Wk 1 Order | Wk 2 Order | Wk 3 Order | Total Case Limit per SKU per Retailer |
|-----------------|---|---------------|----------|-------|------------|------------|------------|---------------------------------------|
| ANY 2 FOR £2.00 | HARIBO BALLA STIXX STRAWBERRY £1.25 PM | 12 X 140G | £1.25 PM | £7.29 | | | | 0 |
| | HARIBO HARRY POTTER £1.25 PM | 12 X 160G | £1.25 PM | £7.29 | | | | |
| | HARIBO NOSTALGIX £1.25 PM | 12 X 140G | £1.25 PM | £7.29 | | | | |
| ANY 2 FOR £2.00 | HARIBO 10% EXTRA FREE GIANT STRAWBERRIES £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | 0 |
| | HARIBO 10% EXTRA FREE GOLD BEARS £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE HAPPY COLA £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE JELLY BABIES £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE MILKSHAKES £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE SOUR SPARKS £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE STARMIX £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE SUPERMIX £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE TANGFASTICS £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE TWIN SNAKES £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE WINE GUMS £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE ZING BUBBLEGUM BOTTLES £1.25 PM | 12 X 176G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE ZING HAPPY COLA £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE ZING SODA TWIST £1.25 PM | 12 X 176G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE BALLA BITES £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE CHAMALLOWES £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE JELLY BEANS £1.25 PM | 12 X 154G | £1.25 PM | £7.29 | | | | |
| | HARIBO 10% EXTRA FREE ZING RAINBOW STRIPS £1.25 PM | 12 X 143G | £1.25 PM | £7.29 | | | | |
| ONLY £1.09 EACH | PRINGLES BBQ £1.25 PM | 12 X 70G | £1.25 PM | £8.39 | | | | 0 |
| | PRINGLES HOT & SPICY £1.25 PM | 12 X 70G | £1.25 PM | £8.39 | | | | |
| | PRINGLES ORIGINAL £1.25 PM | 12 X 70G | £1.25 PM | £8.39 | | | | |
| | PRINGLES SALT & VINEGAR £1.25 PM | 12 X 70G | £1.25 PM | £8.39 | | | | |
| | PRINGLES SOUR CREAM & ONION £1.25 PM | 12 X 70G | £1.25 PM | £8.39 | | | | |
| ONLY 89P EACH | CAPRI SUN CHERRY POUCH | 15 X 330ML | £1.39 | £8.59 | | | | 0 |
| | CAPRI SUN ORANGE POUCH | 15 X 330ML | £1.39 | £8.59 | | | | |
| ONLY 89P EACH | SWIZZELS SQUASHIES BUBBLEGUM £1.15 PM | 12 X 120G | £1.15 PM | £6.99 | | | | 0 |
| | SWIZZELS SQUASHIES STRAWBERRY & CREAM £1.15 PM | 12 X 120G | £1.15 PM | £6.99 | | | | |
| | SWIZZELS SQUASHIES MINIONS £1.15 PM | 12 X 110G | £1.15 PM | £6.99 | | | | |
| | SWIZZELS SQUASHIES ORIGINAL £1.15 PM | 12 X 120G | £1.15 PM | £6.99 | | | | |
| | SWIZZELS SQUASHIES RHUBARB & CUSTARD £1.15 PM | 12 X 120G | £1.15 PM | £6.99 | | | | |
| | SWIZZELS SQUASHIES SOUR CHERRY & APPLE £1.15 PM | 12 X 120G | £1.15 PM | £6.99 | | | | |

| Deal | Product | Pack & Weight | RSP | Price | Wk 1 Order | Wk 2 Order | Wk 3 Order | Total Case Limit per SKU per Retailer |
|------------------|---|---------------|----------|---------------|------------|------------|------------|---------------------------------------|
| ANY 2 FOR £1.00 | KELLOGGS COCO POPS CEREAL BAR 69P PM | 25 X 20G | 69P PM | £7.59 | | | | 0 |
| | KELLOGGS FROSTIES CEREAL BAR 69P PM | 25 X 25G | 69P PM | £7.59 | | | | |
| ONLY 55P EACH | KELLOGGS NUTRI GRAIN APPLE 79P PM | 25 X 37G | 79P PM | £10.19 | | | | 0 |
| | KELLOGGS NUTRI GRAIN STRAWBERRY 79P PM | 25 X 37G | 79P PM | £10.19 | | | | |
| ONLY £1.09 EACH | MCVITIES BOURBON CREAMS £1.35 PM | 12 X 300G | £1.35 PM | £10.59 | | | | 0 |
| | MCVITIES COCONUT RINGS £1.35 PM | 12 X 300G | £1.35 PM | £10.59 | | | | |
| | MCVITIES CUSTARD CREAMS £1.35 PM | 12 X 300G | £1.35 PM | £10.59 | | | | |
| | MCVITIES NICE £1.35 PM | 12 X 250G | £1.35 PM | £10.59 | | | | |
| | MCVITIES SHORTIES £1.35 PM | 12 X 300G | £1.35 PM | £10.59 | | | | |
| ONLY £1.50 EACH | MCVITIES FIG ROLLS | 12 X 200G | £1.95 | £14.69 | | | | 0 |
| ONLY £1.00 EACH | NIK NAKS NICE N SPICY £1.25 PM | 20 X 75G | £1.25 PM | £12.59 | | | | 0 |
| | NIK NAKS RIB N SAUCY £1.25 PM | 20 X 75G | £1.25 PM | £12.59 | | | | |
| | NIK NAKS SCAMPI N LEMON £1.25 PM | 20 X 75G | £1.25 PM | £12.59 | | | | |
| | NIK NAKS TANGY N CHEESY £1.25 PM | 20 X 75G | £1.25 PM | £12.59 | | | | |
| ONLY £1.00 EACH | DORITOS EXTRA FLAMIN HOT £1.25 PM | 15 X 70G | £1.25 PM | £11.19 | | | | 0 |
| | WALKERS MAX EXTRA FLAMIN HOT £1.25 PM | 15 X 70G | £1.25 PM | £9.29 | | | | |
| | WOTSITS CRUNCHY EXTRA FLAMIN HOT £1.25 PM | 15 X 60G | £1.25 PM | £9.29 | | | | |
| ONLY £1.00 EACH | CRINKLYS CHEESE & ONION £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | 0 |
| | CRINKLYS CHILLI BEEF £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | CRINKLYS SALT & VINEGAR £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | JACOBS MINI CHEDDARS CHEDDAR & RED ONION £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | JACOBS MINI CHEDDARS SMOKED CHEDDAR £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | JACOBS MINI CHEDDARS CHEESE & PICKLE £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | JACOBS MINI CHEDDARS ORIGINAL £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | JACOBS MINI CHEDDARS RED LEICESTER £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| | JACOBS MINI CHEDDARS SMOKEY BBQ £1.25 PM | 15 X 90G | £1.25 PM | £11.19 | | | | |
| ONLY 79P EACH | TWIGLETS ORIGINAL £1.25 PM | 12 X 105G | £1.25 PM | £8.59 | | | | 0 |
| | GOLDEN WONDER CHEESE & ONION £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| | GOLDEN WONDER CHIP SHOP CURRY £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| | GOLDEN WONDER SALT & VINEGAR £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| | GOLDEN WONDER SPRING ONION £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| ONLY 79P EACH | GOLDEN WONDER RINGOS CHEESE & ONION £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | 0 |
| | GOLDEN WONDER RINGOS SALT & VINEGAR £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| | GOLDEN WONDER RINGOS SPICY THAI £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| | GOLDEN WONDER SAUCERS BBQ £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| | GOLDEN WONDER SAUCERS PRAWN COCKTAIL £1.00 PM | 18 X 57G | £1.00 PM | £9.19 | | | | |
| ONLY £1.69 EACH | WALKERS BAKED CHEESE & ONION | 18 X 6 PACK | £1.99 | £20.19 | | | | 0 |
| | WALKERS BAKED SALT & VINEGAR | 18 X 6 PACK | £1.99 | £20.19 | | | | |
| | WALKERS BAKED SEA SALT | 18 X 6 PACK | £1.99 | £20.19 | | | | |
| | WALKERS BAKED VARIETY | 18 X 6 PACK | £1.99 | £20.19 | | | | |
| ONLY £1.85 EACH | WALKERS CHEESE & ONION | 18 X 6 PACK | £2.19 | £21.59 | | | | 0 |
| | WALKERS PICKLED ONION | 12 X 6 PACK | £2.19 | £14.49 | | | | |
| | WALKERS PRAWN COCKTAIL | 18 X 6 PACK | £2.19 | £21.59 | | | | |
| | WALKERS READY SALTED | 18 X 6 PACK | £2.19 | £21.59 | | | | |
| | WALKERS SALT & VINEGAR | 18 X 6 PACK | £2.19 | £21.59 | | | | |
| | WALKERS TOMATO KETCHUP | 18 X 6 PACK | £2.19 | £21.59 | | | | |
| | WALKERS VARIETY | 18 X 6 PACK | £2.19 | £21.59 | | | | |
| ONLY £1.35 EACH | JACOBS CHEDDAR £1.59 PM | 12 X 150G | £1.59 PM | £12.39 | | | | 0 |
| | TUC £1.59 PM | 12 X 150G | £1.59 PM | £12.39 | | | | |
| ONLY £1.65 EACH | CARRS TABLE WATER BISCUITS | 12 X 125G | £1.89 | £13.29 | | | | 0 |
| | JACOBS KRACKAWHEAT | 12 X 230G | £2.29 | £16.19 | | | | |
| ONLY £1.50 EACH | SCORE CRANBERRY DASH | 12 X 500ML | £1.69 | £11.69 | | | | 0 |
| | SCORE ENERGY ORIGINAL | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE GREAT TASTE SUGAR FREE | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE IMMUNE BLUEBERRY | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE IMMUNE MANGO PEACH | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE IMMUNE ORANGE | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE IMMUNE PINE GINGER & LEMON | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE PASSION | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE PINK LEMON | 12 X 500ML | £1.69 | £11.69 | | | | |
| | SCORE STRIKER | 12 X 500ML | £1.69 | £11.69 | | | | |
| PRICE MARK PACKS | RED BULL APRICOT EDITION £1.65 PM | 12 X 250ML | £1.65 PM | SPECIAL PRICE | | | | 0 |
| | RED BULL COCONUT £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL GREEN CURUBA £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL JUNE BERRY £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL RED EDITION £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL RUBY EDITION £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL SUMMER EDITION £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL TROPICAL £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL ORIGINAL £1.65 PM | 24 X 250ML | £1.65 PM | | | | | |
| | RED BULL SUGAR FREE PINK £1.65 PM | 12 X 250ML | £1.65 PM | | | | | |
| | RED BULL SUGAR FREE £1.60 PM | 24 X 250ML | £1.60 PM | | | | | |
| | RED BULL ZERO £1.60 PM | 12 X 250ML | £1.60 PM | | | | | |